



W. Bridge Street Corridor

Framework Plan

Request for Proposal

City of Dublin, Ohio

Department of Development

Division of Planning

MAY 13, 2016



Introduction

The City of Dublin (population 43,000) is a progressive, growing suburban community located on the northwest side of Columbus in Central Ohio. It is in the middle of implementing a transformational initiative called the Bridge Street District that is urbanizing six percent of the City to create a dense, walkable and mixed use center. The first phase, Bridge Park, is currently under construction and contains about 2 million square feet of mixed use development valued at over \$350 million.

The heart of the district is Historic Dublin, the original village that today stands as a small but vibrant mixed use district. To its west and connecting with I-270 (Central Ohio's outer belt) is the W. Bridge Street (US33/SR161) corridor. This is a major gateway to the City and the Bridge Street District. It contains a mix of public and privately-owned land, retail and services, and office uses. It is under-developed in terms of the Bridge Street District vision and offers great development opportunities. Private entities have been moving to control some parcels within the planning area.

The purpose of the W. Bridge Street Corridor Framework Plan is to establish a consensus-based development vision for the planning area that will ensure public and private investments are consistent with the community's vision. It will also include conceptual streetscape plans for the W. Bridge Street right-of-way to ensure it transforms to a walkable public space. The plan will be presented to the City's Planning and Zoning Commission and Architectural Review Board for review and to Dublin City Council for adoption.

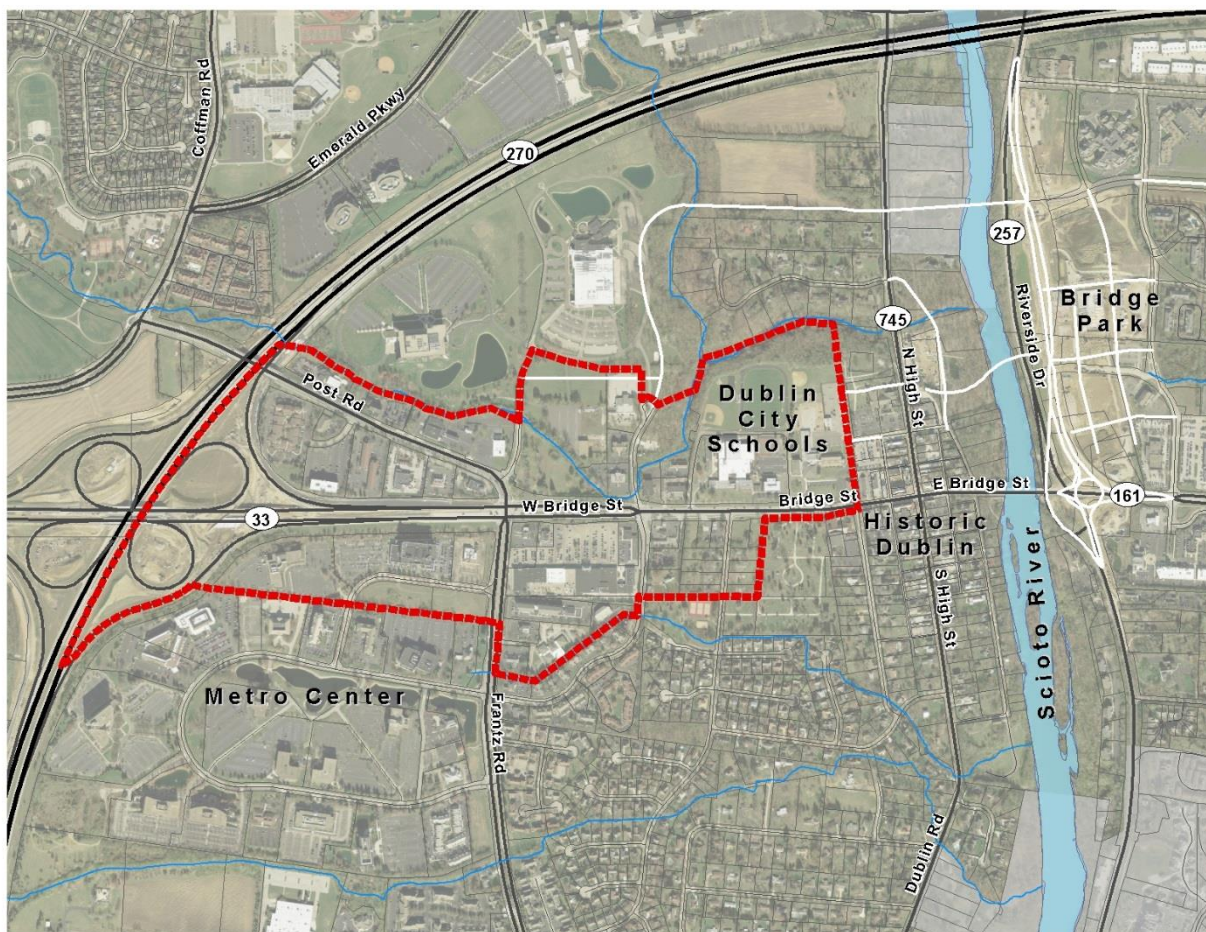
Goals

The following are key goals that underlay this planning process.

- To ensure the development potential of the planning area is fully reached to create an outstanding gateway to the community, while building upon the Bridge Street visioning and planning work.
- To prepare and adopt a policy document for the W. Bridge Street Corridor that will inform public and private decision-making.
- To ensure the technical aspects of the plan addresses concepts for land use, development intensity and character; development standards; road, walking and biking networks; on- and off-street parking; transit connectivity; streetscape character and design standards; transition to adjacent neighborhoods; historic resources; open space; public utilities and dubLink (fiber optic system).
- To coordinate with and inform the Western Road Alignments Study and the US33/SR161/Post Rd/Frantz Rd Intersection Alternatives Analysis.
- To identify implementation strategies, including public and private financing, incentives, or other development-related policies.

Planning Area

The W. Bridge Street planning area contains about 196 acres, of which 15 percent is office, 27 percent is commercial, and 13 percent is institutional (public schools and post office). Among major features within the planning area are the Dublin City School's Indian Run Elementary and John Sells Middle School, Dublin Plaza shopping center (the owner is a local developer, Casto), and a cluster of hotels on the northern edge of Metro Center, west of Frantz Road.



Directly east is Historic Dublin, including the Dublin Cemetery, an important local historic resource. To the southeast are several residential neighborhoods. To the southwest is the Metro Center corporate office park, part of which is located within the planning area, north of Upper Metro Place (this area is dominated by hotels). To the west is the I-270/US33 interchange. And to the north is the corporate campus of OCLC, the global library cooperative. To the northeast is the Indian Run subdivision. Bisecting the planning area is the Indian Run, including its South Fork, as well as the City's Indian Run Falls Park, a significant and sensitive natural area. A neighborhood park, Monterey Park is located at the southern edge of the planning area.

Recent development activity within the planning area includes the Home 2 Hotel under construction at the southwest corner of Frantz Road and W. Bridge Street, to the east of that site is the Residence Inn Dublin that was completed in 2015. Private interests have obtained control of about six acres located on either side of Monterey Drive, south of W. Bridge Street with the intent to redevelop (the City owns the southeast corner of the intersection).

The planning area falls under the City's Bridge Street District (BSD), a form-based code established to guide implementation of the Bridge Street Vision Plan. Since its adoption in 2012, nearly 2 million square feet of development has been approved. The principal amount of that development has occurred in Bridge Park, a \$350 million urban, mixed use development located along either side of the Scioto River, to the east of this planning area. The BSD code provisions will inform the development concepts that are to be prepared for the W. Bridge Street Corridor Framework Plan.

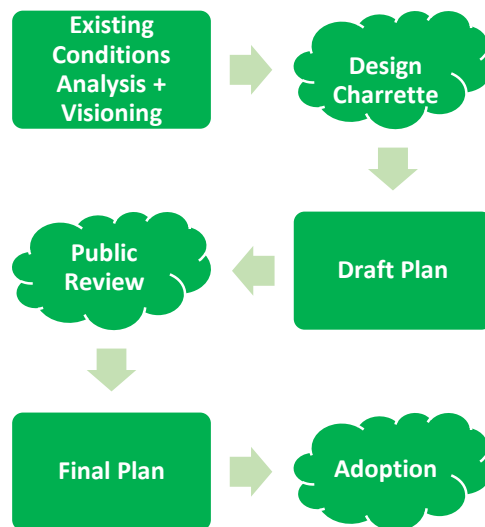
The City has recently initiated two engineering studies that are relevant to this project. Both require close coordination with this effort. The Western Roads Alignment Study is considering road alignments, right-of-way requirements and other related design considerations for the area north of W. Bridge Street as a continuation of the road network that surrounds Historic Dublin and Bridge Park. The second is an intersection study for the US 33/SR 161/W. Bridge St and Post Rd/Frantz Rd intersection with the goal of identifying feasible alternatives to reconstruction of this highly congested intersection. This is a critical gateway to the City.

The reconstruction of the I-270/US33 interchange will be completed in 2017. The \$70 million project creates a well-designed gateway to the City with significant architectural detailing and landscaping.

Planning Process

A traditional planning process will be the organizing principle for undertaking the W. Bridge Street Framework Plan, as summarized below.

- **Existing Conditions Analysis:** Develop a baseline of information regarding existing conditions in the study area, including land use, zoning, property ownership, building form, development character, urban design, streetscape/ROW, circulation, sidewalks and bikeways, natural features and open space, utilities and transportation facilities. A report is the deliverable.



- **Visioning:** Engage stakeholders, residents, general public, elected and appointed leadership and City staff to develop a vision statement, themes and goals that will drive the planning concepts. Focus groups may also be included, organized by participant type (e.g. land owner, developer, architect, resident, etc.). A report is the deliverable.
- **Charrette:** Based upon the common vision, previous work and current traffic studies, develop a set of draft development concepts and illustrative renderings for public review. Utilize a three-day design charrette technique to engage stakeholders and the general public as the first step in that process. The development concepts will be further refined to address in a general fashion land use, development intensity and character; development standards; road, walking and biking networks; on- and off-street parking; transit connectivity; streetscape character and design standards; transition to adjacent neighborhoods; open space and other public facilities. As part of the charrette, develop a separate set of concepts, typical sections and images for the W. Bridge Street right-of-way, to include landscaping and urban design treatments, sidewalks, crosswalks and bike facilities, on-street parking, and accommodation for transit. These concepts should be driven by public input and placemaking design principles. The consultant will record public comments and generate a summary.
- **Draft Plan:** The consultant will prepare a draft plan document that summarizes all work completed to date. At a minimum, the draft plan will include the following sections: Existing Conditions, Visioning, Design Charrette, Plan, and Implementation. The Plan will address in text, maps and graphics the policies for land use, development intensity and character; development standards; road, walking and biking networks; on- and off-street parking; transit connectivity; streetscape character and design standards; transition to adjacent neighborhoods; open space and other public facilities. A separate section within the Plan will address the W. Bridge Street right-of-way. The Implementation section will identify and prioritize capital improvement projects, recommended changes to the Bridge Street District (zoning), phasing of development and related public improvements, economic incentive strategies, and other items as deemed relevant.
- **Public Review:** The draft plan will be posted on line with a survey tool to collect comments. The draft plan will be introduced to the public at an open house to gather feedback. The scope should provide for stakeholder and focus group meetings, if deemed necessary. The deliverable will be a memo that summarizes the public comments and recommends changes to the draft plan. This will be posted and provided to the City for consideration.
- **Final Plan:** Based upon the public review, the final plan document is prepared. The plan will be posted on the web with an on-line comment tool. An open house will be held to present the final plan and gather additional feedback. The deliverable will be a memo that summarizes the public comments and recommends changes to the final plan. This will be posted and provided to the City for consideration. All final changes will be reviewed and approved by the City prior to posting the plan as part of the adoption process.
- **Adoption:** The plan will be submitted as an amendment to the Community Plan and presented separately to the Administrative Review Team, Architectural Review Board and the Planning and Zoning Commission for consideration. The plan will be submitted

to Council for adoption. A public hearing will be held, input gathered and final edits considered prior to adoption. The consultant is expected to attend all meetings related to this project during the adoption process. The deliverable will be electronic copies of the plan.

Regarding the format of all plan documents to be posted on line, the Planning Division has moved towards a web-based Community Plan, including special area plans, since 2013. As a result, all documents prepared by the consultant that are intended for posting, including the draft and final plan, must be formatted to read as a Plan webpage, but concurrently formatted to be printed by any user.

Public Engagement

The key to successful public engagement is that it starts broad in terms of the questions asked of participants and gets narrow in focus as the plan crystalizes. Throughout the engagement, the participants should easily witness the documentation of their input and its integration into the concepts, draft plan and the final plan. The following outlines the minimal steps that should be taken as part of this planning process. Additional techniques can be proposed for inclusion.

- **Stakeholder Interviews:** To gather an intimate perspective on the corridor from those with the greatest knowledge and interest, one-on-one and group interviews will be conducted by the consultant with key stakeholders representing major constituent groups (e.g. property owners, developers, tenants, civic associations/HOAs, and residents). A standard set of questions will be used and the results will be aggregated and presented as a summary.
- **Working Group:** A working group no larger than 11 people will be established that represents major constituent groups. The consultants will serve as facilitators and City staff will participate in all meetings. The working group will meet no more than five times throughout the planning process to provide feedback to the planning team during each phase of the project.
- **Design Charrette:** A public three-day design charrette will serve as the starting point to develop the draft plan concepts for both the land use/density/development character piece and the conceptual streetscape design. This will be managed and facilitated by the consultant and held in a publicly accessible location, preferably in the planning area (staff will handle logistics). The consultant will establish an intensive agenda in which participants can be engaged at any point during the three days to learn about the project and to provide meaningful input. The charrette should open with a kick-off event and close with an open house.
- **Public Workshops:** At other times during the planning process, public workshops will be held at key points to present information and gather feedback. The information presented at each workshop will be posted on line (and an online tool will be provided to gather feedback). The results of each workshop will be posted on line.
- **Web:** The City's website will contain a special section for the project. All documents, input tools and feedback will be posted. The project will be branded to help promote this effort and its importance to the community (the consultant will work with the City to

establish the brand for this project). Other web-based tools may be deployed to gather input.

- **Adoption Process:** The final opportunities for gathering public comment will occur during the adoption process at the meetings of the Architectural Review Board, Planning and Zoning Commission and City Council.

Deliverables

The following summarizes the minimum type of deliverables expected from the consultant during this project.

- Existing conditions report.
- Visioning report, including a memorandum summarizing the stakeholder interviews.
- Agendas, presentations, materials and meeting notes for all working group meetings.
- Work plan for the design charrette, meeting materials, and a memorandum with maps, illustrations, etc. summarizing the charrette results.
- Work plans for each public workshop, meeting materials for each workshop, and a memorandum summarizing the results of each workshop.
- Draft plan for public review and memorandum summarizing feedback and recommended changes.
- Final draft plan for adoption process, with revisions as required.
- Final plan following adoption process (digital files suitable for posting on the web and a PDF of the entire document – see earlier note).
- Text, maps and graphics throughout the process suitable for posting on the City website.
- If an app-based public engagement tool is used, any and all reports or other documentation resulting from that tool, including summaries for posting on the web.

Project Schedule

It is important that this planning process occurs as efficiently as possible to ensure that all participants are fully engaged in a meaningful way that respects their individual time constraints. Twelve months is a reasonable timeframe, but the contract will be for an 18-month period to cover unforeseen delays.

	Month
Existing Conditions Analysis	1-3
Visioning	1-3
Design Charrette	3
Draft Plan	3-4
Public Review	5-7
Final Plan	8-9
Adoption	10-12

Budget

The City will utilize a fixed fee contract, inclusive of expenses, that shall be billed on a monthly, percent complete basis. The City has budgeted \$150,000 over two fiscal years for this project.

Consultant Selection

Given the unique characteristics of this planning area (major corridor in a suburban community, linked to an interstate highway, adjacent to both a historic downtown and an emerging urban center), it is important that the consultant team includes national, regional and local expertise. A local presence on the team is also of value, preferably a firm that has done work for or in the City. But the lead firm can be a national firm, with or without an Ohio office.

The disciplines that should be reflected on the team include land use planning, urban design, zoning (including experience with form-based zoning), development planning, transportation planning, stormwater design, and utility planning.

Public engagement is another set of skills that must be present on the selected team. The skills should demonstrate competency in both “traditional” and “non-traditional” techniques. This project will require one-on-one, group and public engagement. The working group will necessitate strong facilitation skills. Verbal and presentation skills are also of great importance. Consultant recommendations regarding an app-based tool for public input should be included in the proposal.

Rendering, 3-D modeling and other graphic skills are to be demonstrated in the submittal and included in the fee proposal.

Proposal Outline

The proposals must be limited to 25 pages. Proposals longer than the limit may not be considered. Pages may be double-sided and section dividers do not count in the sheet total. Supporting material may be included in an appendix and will not be counted towards the page limit.

- **Cover Letter:** Provide a cover letter that introduces the team, summarizes its qualifications and the unique experience relevant to the project, and summarizes the team’s understanding of the project and the issues facing the planning area.
- **Firm and Individual Qualifications:** Provide a summary of each firm’s qualifications to undertake the scope, as well as the qualifications of each key member of the team (resumes can be included in the Appendix). The project manager should be clearly designated.
- **Project Understanding:** Provide a statement regarding the team’s understanding of the project, the major issues and other relevant considerations. Provide insight into the context of Dublin and the role of the planning area within the greater community. Share initial thoughts regarding the team’s proposed approach in response to this context.

- **Scope of Services:** Provide a general description of the proposed approach and a summary of the scope of services, organized by phase, task, timeline and deliverables. Consultants may propose alternative techniques and methodologies, provided that the intent of this RFP is fulfilled.
- **Fee:** Provide an estimated fee for completing the scope as submitted, broken down by phase/task and summarized. This can be submitted in the form of a table. Additional information shall include the staff assigned to each task, billable hourly rates, and hours assigned to each task, with a total by phase (please provide an unweighted average of the hourly rates on the table). Each firm's overhead rate should also be noted on the table. Reimbursable expenses shall be described by general type (e.g. travel, food, supplies, production, etc.), summarized and noted as a percentage of the total fee.
- **Project Schedule:** Provide a proposed schedule broken down by phase/task and noting key milestones (e.g. meetings, etc.). Please note any factors that could extend the schedule.
- **Capacity to Perform the Work:** Provide a statement of the team's capacity to perform the required services competently and expeditiously to meet the proposed schedule, as indicated by the firm's size and the availability of necessary personnel, subconsultant(s) availability, team's current workload, and equipment and facilities.
- **References:** Provide five professional references of recent work, including name, affiliation, address, phone number and email.
- **Appendix:** All supporting material must be included in an Appendix. There is no page limit.

Submittal

Interested consultants should submit ten copies and one digital (PDF) version of the proposal no later than **4 pm, June 10, 2016**. Proposals received after this deadline will not be accepted. Proposals should be delivered to:

Vince Papsidero, FAICP
Director of Planning
City of Dublin
5800 Shier Rings Road
Dublin, Ohio 43216

Incomplete submittals will not be accepted. All material submitted in accordance with this RFP becomes property of the City and will not be returned.

Questions may be emailed to Vince Papsidero at vpapsidero@dublin.oh.us no later than June 2, 2016. A compendium of questions and responses will be emailed to all firms that contact Vince Papsidero, as well as those firms that request by email to be included in the distribution.

Proposal Evaluations

The City will use a Selection Committee of staff to review and evaluate the proposals. From this process, the City may select the winning proposal. If a clear decision cannot be made, or if the

Selection Committee needs further clarification, the City reserves the right to interview the shortlisted firms. Following selection, the contract will be negotiated and processed.

Evaluation of proposals will consider, but not be limited to the following:

- Responsiveness of the proposal to this RFP.
- Capabilities and related project experience of each firm and the key personnel assigned to the project.
- Proposed fee, hours forecast to complete the project, hourly rates, and reimbursable expenses.
- Proposed project schedule.
- Quality and accuracy of the proposal document itself.
- References.
- Interviews, if scheduled.

If interviews are to be held, the City intends to release a short list of firms no later than July 1, with interviews scheduled to occur the week of July 18th.